



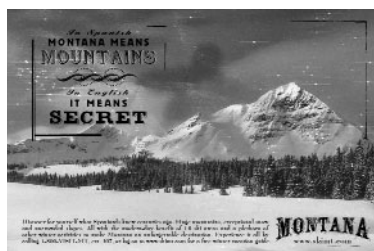
Winter Ad Campaign

"In Spanish, Montana Means Mountains. In English, it Means Secret," is one of the new themes for the Montana Promotion Division's winter print and television advertising campaign.

"What is particularly notable about all of our winter campaigns this year," explains Consumer Marketing Manager Sarah Lawlor, "is that there is a very consistent message as well as look and feel to all the creative components across all the media. This was done in a conscious effort to ultimately build a winter brand for Montana."

Print

Two new Montana winter print advertisements are gracing snow sports publications such as *Ski*, *Skiing*, *Powder* and *SnoWorld* this season. With distinctive coloration and unique taglines, the ads emphasize Montana's claim to mountains as well as its undiscovered quality. In addition, the ads stress the awesome snowfall while reflecting on the state's ability to fulfill and



over-deliver on the expectations of its visitors. One headline reads "95% of our winter visitors return. The other 5% never leave." The 95% is an actual statistic from ITRR's 2001 Winter Non-resident Visitor Study.

The ads also feature a new, distinguishing logo that immediately brands them as "Montana" to the reader. They will be running in 10 different publications throughout the winter with a concerted effort to build brand awareness by inserting ads in multiple issues of national magazines.

Television

A new downhill ski/snowboard television spot will be hitting national cable networks beginning in mid-November as part of the winter per-inquiry television campaign. The spectacular footage in the 30-second spot emphasizes Montana's ability to measure up in scope and beauty to other Rocky Mountain ski states.



Direct Mail

For the second year in a row, the Montana Promotion Division is partnering in a national direct mail piece with Big Mountain and Big Sky, which targets 500,000 ski enthusiasts throughout the U.S. The Montana message will also reach 500,000 upscale, active vacation travelers in an additional mailing in October and April. Subsequently, the Montana brand will be reaching upwards of 1.5 million households of highly targeted vacation travelers.

In-State Ski Campaign

Through a statewide billboard campaign, the Montana Promotion Division is partnering with the Montana Ski Areas Association to encourage residents to venture out this winter and tackle the slopes.

In addition to the billboards, the Promotion Division is launching an exciting in-state winter campaign paralleling the successful summer "In Your Own Backyard" campaign. Through television and radio spots resonating with the melody of "My Home's in Montana," Montanans are urged to get out and play and experience the wonders of the state in the wintertime.

Snowmobile

The "Sled The Rockies" states of Montana, Idaho and Wyoming have partnered with public and private businesses in an advertising campaign to educate potential visitors about the new regulations concerning snowmobiling into Yellowstone National Park. Answers to frequently asked questions regarding access to the Park can be found at www.sledtherockies.org or www.nps.gov/yell.

Did You Know?

- Both Big Sky and Big Mountain ski resorts were rated in the top 30 picks in *Ski* magazine's Reader Resort Survey for 2004, published in the October '03 issue.
- *AZ Travel Biweekly*, a Taiwanese publication, featured a 26-page article in their September '03 issue by travel writer, Jucy Wang, as a result of her participation in Yellowstone Country's working ranch press trip in July.
- Delta's in-flight magazine, *Sky*, featured a three-page spread on Missoula's Children's Theatre in the September '03 issue.
- *Powder* magazine's October issue features an eight-page story on various Montana ski areas, a result of a spring skiing trip by the author and photographer.
- Principal photography for the independent feature film "Love Comes to the Executioner" is underway. The low budget comedy is being shot in Butte and Deer Lodge.
- The Miracle of America Museum in Polson was chosen as the official "I Signed The Constitution" site for the state of Montana.
- As a result of the Daniels County Museum Association's 2nd annual Media Day, Scobey's Dirty Shame Show was featured on the *Ag Day* television program, which is seen on 170 channels in 42 states.

TIIP Grant Recipients

The Grizzly and Wolf Discovery Center in West Yellowstone, the Great Falls Baseball Foundation, Beartooth Nature Center in Red Lodge, Missoula's International Wildlife Film Festival and Media Center, and the Mission Valley Friends of the Arts in Polson have been awarded a total of \$200,000 from the Department of Commerce's Tourism Infrastructure Investment Program (TIIP) bed tax grant funds to assist in the completion of tourism-related facility improvements.

"The tourism bed tax investment in these projects will leverage local and area money, create and support jobs in the local construction and service industries, and add to Montana's appeal as a visitor destination and a great place to live," said Montana Commerce Department Director Mark Simonich in approving the TIIP grant awards. "The TIIP Grants are part of our effort to build and strengthen Montana's communities along with the local and state economy."

Since 1995, TIIP grants have provided more than \$1.8 million in tourism bed tax funds to 40 projects in 28 Montana communities. Over that period, TIIP grants have assisted in the development of \$23 million in tourism-related projects.

TIIP grants funds are provided by the state's 4% tourism bed tax, which is assessed on the lodging price of all accommodations across Montana, including campgrounds. The grants are awarded through a competitive process and require a \$1 local match for every \$2 provided by grant funds.



Travel Writers' Meeting in West Yellowstone

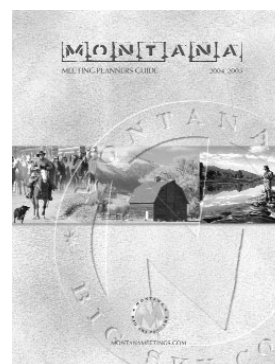
West Yellowstone will roll out the white carpet for the western chapter of the Society of American Travel Writers' (SATW) winter meeting, January 10-15, 2004. Writers, photographers, editors and electronic and broadcast media will have an ideal setting in which to explore Yellowstone and the surrounding area. Snowcoach tours, cross-country skiing, snowshoeing and snowmobiling will all be blended with the attractions, accommodations and friendly folks of West Yellowstone and Montana. The Montana Promotion Division supports this media effort both financially and logistically. For information contact Marysue Costello, 406-646-7701

International News

The annual Mega FAM was a huge success according to International Marketing Manager Pam Gosink. Thirty-four tour operators from Italy, France, Belgium, the Netherlands, United Kingdom and Germany were joined by two U.S. receptive operator companies and together they enjoyed the Montana tourism product first-hand. Feedback from FAM participants has been positive and information on the FAM can be found on the Intranet site, www.travelmontana.state.mt.us, under Our Programs, Overseas Marketing.

Meeting Planners Guide

The 2004-2005 Montana Meeting Planner's Guide is hot off the press. This 4-color publication includes



comprehensive information on Montana's convention facilities and services. The guide serves as a response piece to inquiries generated through web marketing and trade shows. Additionally, the publication is sent to Montana corporations, agencies and associations. For a copy of the guide, contact Marlee Iverson at miverson@state.mt.us.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

November

- 6-16 AFI Fest, Los Angeles, CA
- 12 Great Falls CTAP, Civic Center
- 14-18 NTA Convention, Charlotte, NC
- 16 Montana Night, Charlotte, NC
- 17-19 Boards Summit, Santa Monica, CA (FilmOffice)
- 18 Crow Reservation CTAP, Little Bighorn College
- 19 Wibaux CTAP, Courtroom

For all of the latest Montana tourism industry information log on to:
travelmontana.state.mt.us



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